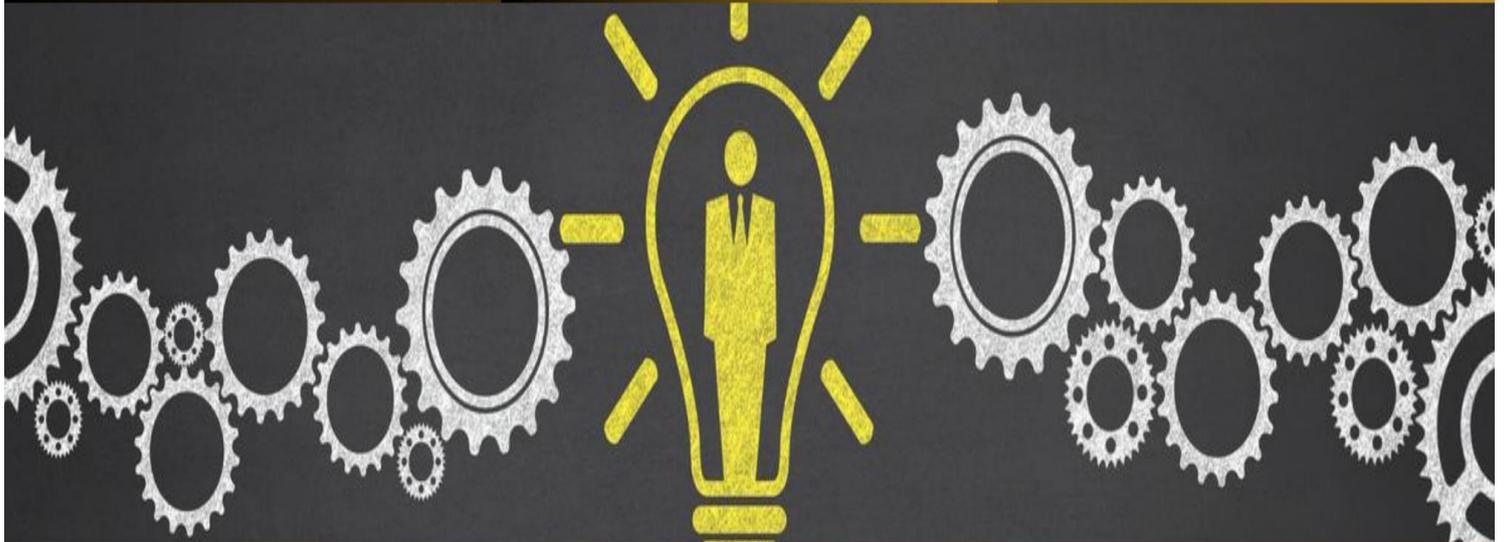


# VALUE ADDED PROGRAMME

## INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING



### WHY THIS COURSE?

It is a distinctive and innovative programme structured to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

### WHO IS THIS COURSE FOR?

Final year students of undergraduate degree programmes

### KEY BENEFITS

Helps students to:

- assess and analyze entrepreneurship as a career choice,
- analyse the business environment in order to identify business opportunities,
- consider the legal and financial conditions for starting a business venture,
- explain the importance of marketing and management in small businesses venture,
- develop a business idea into a comprehensive and highly scalable business model,
- design a successful business plan and launch their product or service in the market
- understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

# VALUE ADDED PROGRAMME

## INNOVATION, ENTREPRENEURSHIP AND CREATIVE THINKING (2022-23)

Kanya Maha Vidyalaya is well-known for taking academic initiatives and again it has taken lead in introducing a value-based programme “Innovation, Entrepreneurship and Creative Thinking” for the final year students of undergraduate degree programmes.

It is a distinctive and innovative programme structured to prepare the students professionally for meaningful social engagement by setting new patterns and possibilities for employment generation through innovations and entrepreneurship. The purpose of the course is to help students acquire necessary knowledge and skills required for carrying out innovative and entrepreneurial activities, and to develop the ability of analyzing and understanding business situations.

### **Benefits of Learning**

This programme helps students to:

- ❖ assess and analyze entrepreneurship as a career choice,
- ❖ develop creative and innovative skills,
- ❖ analyse the business environment in order to identify business opportunities,
- ❖ consider the legal and financial conditions for starting a business venture,
- ❖ explain the importance of marketing and management in small businesses venture,
- ❖ develop a business idea into a comprehensive and highly scalable business model,
- ❖ design a successful business plan and launch their product or service in the market
- ❖ understand personal creativity, identify what are the creative tools and improve their creative problem-solving skills.

The programme was run successfully from October 10 to October 20, 2022. In her inaugural address on the first day of the programme, Prof. Dr. Atima Sharma Dwivedi, Principal KMV, highlighted the importance of innovation and entrepreneurship education for students. She motivated the students to cultivate their entrepreneurial spirit and consolidate their entrepreneurial awareness to enhance their entrepreneurial level.

The 10-day programme focused on the interconnection between entrepreneurial thinking and innovation, and covered relevant topics like- Creativity & Innovation, Entrepreneurial Competencies, Management Skills & Functions, Business Opportunity Identification & Market Analysis, Business Plan Preparation, Business Model Canvas, Start-Up Financing &

Launching, and Design Thinking. The programme helped students to gain an in-depth understanding on various aspects of innovation, creativity, evolving business models, incubation and entrepreneurship. It taught them how to think like an entrepreneur and made them aware about the models, tools and frameworks to further develop their business ideas.

<b>Module</b>	<b>Title</b>	<b>Date</b>	<b>Resource Person</b>	<b>No. of Participants (Students &amp; Faculty)</b>	<b>Hours</b>
I	Introduction to Entrepreneurship	10/10/2022	Major General (Dr.) G.G. Dwivedi, Professor, Strategic & International Relations, Management Studies	214	3 Hrs.
II	Creativity & Innovation	10/10/2022	Major General (Dr.) G.G. Dwivedi, Professor, Strategic & International Relations, Management Studies	214	3 Hrs.
III	Entrepreneurial Competencies	14/10/2022	Major General (Dr.) G.G. Dwivedi, Professor, Strategic & International Relations, Management Studies	204	3 Hrs.
IV	Management Skills & Functions	14/10/2022	Major General (Dr.) G.G. Dwivedi, Professor, Strategic & International Relations, Management Studies	204	3 Hrs.
V	Business Opportunity Identification & Market Analysis	18/10/2022	Dr. Rashmi Sharma, Dean Innovation and Creativity, KMV, Jalandhar	197	3 Hrs.
VI	Business Plan Preparation	18/10/2022	Mrs. Ritu, Assistant Professor, PG Department of Commerce & Business Administration	197	3 Hrs.
VII	Start-Up Financing & Launching	19/10/2022	Mrs. Chetna Nayyar, Assistant Professor, PG Department of Retail Management	195	3 Hrs.
VIII	Business Model Canvas	19/10/2022	Mrs. Rashmi Bindra, Assistant Professor, PG Department of Commerce & Business Administration	195	3 Hrs.
IX	Workshop on Design Thinking	20/10/2022	Dr. Neetu Verma, Associate Professor, PG Department of Physics	201	4 Hrs.
X	Final Assessment, Feedback and Closure	20/10/2022	KMV's Institution's Innovation Council	201	2 Hrs.

## 1. Session on Introduction to Entrepreneurship

**Date:** 10/10/2022

**Students Participated:** 214

**Faculty Participated:** 26

### Report

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to '**Introduction to Entrepreneurship**' on **10<sup>th</sup> October, 2022**. The resource person of the session was Major General (Dr.) G.G Dwivedi SM, VSM & BAR. He explained about Ideation and how it helps in generating, developing, and communicating new ideas. Entrepreneurial leaders are those who can influence people despite having no formal authority over them. The ability to influence is based on communication skill, awareness of actions, and a commitment to ideas. He also explained the students that the Entrepreneurship competencies combine creativity, a sense of initiative, problem-solving, the ability to marshal resources, and financial and technological knowledge. These competencies enable entrepreneurs and entrepreneurial employees to provoke and adapt to change. Dr. G.G Dwivedi explained that the entrepreneur is commonly seen as an innovator, a source of new ideas, goods, services, and business/or procedures. He further discussed about various entrepreneurial competencies like –

- Creativity
- Pursuit for excellence and efficiency
- Team welfare

He discussed about some good sources for ideas –

- Trends
- Consumers
- Existing products and services
- Distribution channel
- Government policies
- Research and development

At the end of the session, he said that the road to entrepreneurship is often a treacherous one filled with unexpected detours, roadblocks and dead ends. Despite those hardships, with the right motivation, inspiration and game plan, you can be a successful entrepreneur, too.



## **2. Session on Creativity & Innovation**

**Date:** 10/10/2022

**Students Participated:** 214

**Faculty Participated:** 28

### **Report**

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to '**Creativity & Innovation**' on **10<sup>th</sup> October, 2022**. The resource person of this session was Major General (Dr.) G.G Dwivedi SM, VSM, BAR. The session was divided into two parts. The first module was on Idea to Ideation and second module was based on Creative Thinking – Negotiation Skills. Dr. G.G Dwivedi explained creativity is what drives innovation and progress. He explained that a creative problem solver will find new solutions rather than simply identifying and implementing the norms. Creative thinking means thinking out of the box to solve problem from different perspective. He explained about creative thinking & critical thinking. He explained that creative thinking is generative, non – judgemental, expansive & possibility whereas critical thinking is analytical, judgemental, selective, probability. He explained that imagination is more important than knowledge, knowledge to all we know and understand, while imagination embraces entire world all there ever will be to know and understand. He also explained about characteristics of creative thinkers -

- Communicators
- Open minded
- Knowledge enablers
- Flexible

He explained about how to develop creativity -

- Inspirational rituals
- Taking break
- Asking right questions
- Having fun
- Listing ideas

He also explained about negotiation skills that negotiation skills are a critical factor. Being an entrepreneur you must have negotiating skills. The students Shubneet and Shruti Kalia presented case studies. At the end of the students asked questions and cleared their doubts.

### **3. Session on Entrepreneurial Competencies**

**Date:** 14/10/2022

**Students Participated:** 204

**Faculty Participated:** 29

#### **Report**

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to '**Entrepreneurial Competencies**' on **14<sup>th</sup> October, 2022**. The resource person of this session was Major General (Dr.) G.G Dwivedi SM, VSM, BAR. The session was divided into two parts the first module is based on Entrepreneurial Competencies and second module was based on Business Plan Preparation. Dr. G.G Dwivedi explained that entrepreneurial competency is a set of skills and behavior needed to create, develop, manage, and grow a business venture. He explained about traits of entrepreneur leader – visionary, courageous, resilience, intelligence, self – motivation, technical competence, teamwork, agility and innovation. Dr. G.G Dwivedi explained about entrepreneurial fundamentals stages includes – understanding and recognition, self – assessment, practice, application in real life and feedback. He also explained about entrepreneurial leadership means organizing and motivating a group of people to achieve a common objective through innovation, risk optimization, taking advantage of opportunities and managing the dynamic organizational environment. The entrepreneurial leadership key components are – communication, setting direction, problem- solving and conflict resolution. He also explained about entrepreneurs always try to improve their communication skills because it will assist them in sharing their ideas and presenting them clearly and to constantly work in a better way with their staff, team members, clients and colleagues. He explained that the communication process is made up of three key components that is eye contact thought, encoding, decoding. He explained about non-verbal behaviour of communication includes facial expression, gesture, proximity, vocal. He also explained about problem solving is the act of identify problem; gather information; develop course of action, evaluate best courses, formulate and implement a plan. He also discussed about conflict resolution can be defined as the informal or formal process that two or more parties use to find a peaceful solution to their dispute. He discussed about various options to settle conflicts are avoidance, yielding, competitive, conciliation. At the end of the session the answer to various questions asked by the students were also given by Dr. G.G Dwivedi in a very satisfactory manner.

#### **4. Session on Management Skills & Functions**

**Date:** 14/10/2022

**Students Participated:** 204

**Faculty Participated:** 32

#### **Report**

Institution's Innovation Council of Kanya Maha Vidyalaya (Autonomous & Heritage institution), Jalandhar (KMV-IIC) organized a workshop related to '**Session on Management Skills and Functions**' on **14th October, 2022**. The resource person of this session was Major General (Dr.) G.G Dwivedi SM, VSM, BAR. Mr. Dwivedi explained that Management skills are a combination of hard skills and soft skills that professionals in leadership positions use to complete their primary duties with ease and efficiency. He further explained that students that hard skills are technical abilities that you can learn through training or education and apply to specific roles, and soft skills are personal characteristics that are typically helpful in any industry. An effective manager can apply both types of skills in their regular activities to help a team excel. The session was quite interactive in which the resource person has very interestingly through real life examples made the students aware that 'Entrepreneurship is all about leadership. Without leadership no team can be built and no idea can be converted into practicality as idea is more important today than ideology. He also explained the competencies and the skills an entrepreneur must possess to be successful. The resource person also explained the changing nature of the environment, technology being the main driver. Also, to be a successful entrepreneur the leader must be a good decision maker and convert ideas into practicality. He also said that entrepreneurship is a continuous leadership to bring something new and present a new game all over. One cannot expect different results by doing more of the same thing. An entrepreneur must be one step further. He does not wait for opportunities but create opportunities.



## 5. Session on Business Opportunity Identification & Market Analysis

**Date:** 18/10/2022

**Students Participated:** 197

**Faculty Participated:** 34

### Report

Kanya Maha Vidyalaya- the Heritage & Autonomous Institution has always been making efforts for the holistic development of its students. In keeping with this tradition, a session on **“Business Opportunity Identification and Market Analysis”** was conducted on **October 18, 2022** by Dr. Rashmi Sharma, President, KMV-IIC. Dr. Sharma started her talk by sharing a meaningful quote “Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage”. She highlighted the meaning and importance of business opportunity. She discussed the characteristics of a good business opportunity. She gave examples of business opportunities available in the market and discussed in detail the process of business opportunity identification. She made the students aware about the most profitable business opportunities in 2021, like drop shipping, sell handmade products, sell digital products, sell photography, go freelance, become a social media influencer, etc. In order to motivate young girls, Dr. Rashmi shared the success story of Mrs. Falguni Nayar, founder and CEO of NYKAA. She advised the students to initiate their small start-ups with low investments and gradually upgrade the scale of operations later. She emphasized that businessmen should always focus upon the needs of their potential customers and try to provide new products or try to improve the existing products. Dr. Rashmi addressed all the queries of the inquisitive participants very aptly and appropriately. The session was very interactive and informative resulting in enhancement of knowledge of all the participants.



## 6. Session on Business Plan Preparation

**Date:** 18/10/2022

**Students Participated:** 197

**Faculty Participated:** 32

### Report

Kanya Maha Vidyalaya- the Heritage & Autonomous Institution, Seat of Women Empowerment with Top National and State Rankings by India Today Survey of Best Colleges 2020 (various categories) & Outlook Magazine has always been making efforts for the holistic development of its students. In keeping with this tradition, an interactive session on “Business Plan Preparation” was conducted on Oct 18, 2022 for the students of Semester V of various under graduation classes. Mrs. Ritu, Assistant Professor in Commerce and Social Media Coordinator KMV IIC interacted with the students on the above topic. She started her talk by discussing the importance Business Plan for the entrepreneurs. She advised the students to think out of box, initiate their small start-ups and gradually upgrade the scale of operations later. The students were acquainted with various elements of business plan in detail. Importance of business plan preparations was discussed along with suitable examples. She also apprised the students about the precautions to be taken while preparing business plan. More than 80 students attended this session. At the end there was a Question & Answer Session where the students’ queries were answered.



## 7. Session on Start-Up Financing & Launching

**Date:** 19/10/2022

**Students Participated:** 195

**Faculty Participated:** 26

### Report

The one-day workshop on ‘**Startup Financing and Launching**’ was organised by KMV IIC on **20-October-2022** for students to guide them about the financing that is right for their startup, and outline the various types of capital available to small business owners and share the steps to secure capital for their company. The resource person of this session was Mrs. Chetna Nayyar. She explained the students about start up financing are the capital that is used to fund a business venture. It’s used for launching a company, buying real estate, hiring a team, purchasing necessary tools, launching a product, or growing the business. She also explained that entrepreneurs can take advantage of dozens of types of small business and startup financing models, but all these options boil down to three main ways to raise capital: by borrowing capital, issuing equity, or from net earnings. She also explained about various sources of start-up seed capital: Angel investor, crowd funding, bootstrapping, loan or lines of credit, venture capital, incubators. She explained about the basics of finance; understand about capital structure for new ventures, and the differences between early-stage versus later-stage financing. She also explained about following your dream of starting your own business requires a lot of strength and determination. At the end of the session, she explained that entrepreneurs have a variety of options when it comes to securing funding for a new project. The students acquainted with valuable knowledge will help students to make informed decisions about how to secure funding for their company.



## **8. Session on Business Model Canvas**

**Date:** 19/10/2022

**Students Participated:** 195

**Faculty Participated:** 26

### **Report**

The workshop on '**Business Model Canvas**' held on **20<sup>th</sup> Oct' 2022** was an initiative taken by Mrs. Rashmi Bindra (Internship Coordinator, KMV IIC and Innovation Ambassador). The session emphasised on the concept of business model canvas and its practical application in business houses. The students were able to understand the importance of adoption of business model canvas by the business houses. The model was explained in detail by focussing on all the nine blocks. The nine blocks discussed in detail were Customer segments, Value proposition, Channels, Customer Relationships, Revenue Streams, Key resources, Key Activities, Key Partners and Cost Structure. Mrs. Rashmi Bindra highlighted the importance of Business Model Canvas by illustrating the case of Kelly's Lemonade Stand. The workshop ended with question-answer session and students found the session to be very interesting and informative.



## 9. Session on Design Thinking

**Date:** 20/10/2022

**Students Participated:** 201

**Faculty Participated:** 30

### Report

An expert talk on “**Design Thinking**” was delivered by Dr. Neetu Verma (Associate Professor, PG department of Physics, Innovation Ambassador, Vice president IIC, Kanya Maha Vidyalaya , Jalandhar) on **20<sup>th</sup> Oct’ 2022** to all the UG students to foster the spirit of entrepreneurship and start-ups in the young minds. She started her talk by sharing motivational thought that there are no limits to what we can accomplish except the limits we place on our own thinking. She then quoted the example of problem solving: the encumbered VS the fresh mind and made things clear between traditional thinking and design thinking. Examples of world’s leading brands such as Apple, Google and Samsung were given to explain the concept of design thinking approach. Dr. Verma further explained what design thinking means and how problem-solving equals to design thinking. Many problems were solved such as installation of sink on the top of the toilet seats to curb the water scarcity problem, introduction of cashless payments to make the transactions straightforward and to reduce the chances of fraudulent etc. Design thinking helped the students to think outside the box. Various Design thinking modes that include empathize, define, ideate, prototype and test were discussed step by step. Dr. Verma conducted several idea pooling sessions within the campus such as Creative Mind Teasers, Anubhooti, etc. Students developed many prototypes under her valuable guidance; KMV students won 2<sup>nd</sup> Best Idea Prize in international event “Innovesta-2021” that witnessed the huge participation of innovative ideas across the world. Two ideas selected for Grand finale Toycathon 2021 under Ministry of Innovation Cell. Three innovative projects were selected for Grand Finale of Smart India Hackathon 2022. Under her guidance, the students made a way to the national and international competitions. The lecture was quite fruitful and fostered the idea of innovation along with design thinking in the young minds.

